



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID
11648

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

guf 8/22/12

200515

KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon Oct 08	Tue Oct 09	Wed Oct 10	Thu Oct 11	Fri Oct 12	Sat Oct 13	Sun Oct 14	Total
People's Court 1:00 PM 2:00 PM	DT	M-F 30		\$30.00 \$60.00	<i>5</i>		1		1			2
Funny Videos 4:00 PM 5:00 PM	EF	M-F 30		\$50.00 \$100.00	<i>5</i>	1		1				2
Extra 5:00 PM 5:30 PM	EF	M-F 30		\$100.00 \$300.00	<i>5</i>	1			1			3
Bones 7:00 PM 8:00 PM	PT	M 30		\$800.00 \$800.00	<i>5</i>	1						1
New Girl/Mindy 8:00 PM 9:00 PM	PT	Tu 30		\$600.00 \$600.00	<i>5</i>	1						1
X-Factor 7:00 PM 9:00 PM	PT	W 30		\$1,650.00 \$1,650.00	<i>4</i>		1					1
Highly pre-emptible at LUR per KASA. Move to L4												
Glee 8:00 PM 9:00 PM	PT	Th 30		\$900.00 \$900.00	<i>4</i>			1				1
Highly pre-emptible at LUR per KASA. Move to L4												
Kitchen Nightmare 7:00 PM 8:00 PM	PT	F 30		\$250.00 \$250.00	<i>5</i>				1			1
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30		\$1,000.00 \$1,000.00	<i>3</i>	1						1
Highly pre-emptible at LUR per KASA. Move to L3												
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30		\$800.00 \$2,400.00	<i>3</i>	1		1				3
Highly pre-emptible at LUR per KASA. Move to L3												
Saturday 9p News 9:00 PM 9:30 PM	LN	Sa 30		\$350.00 \$350.00	<i>4</i>					1		1
Highly pre-emptible at LUR per KASA. Move to L4												
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30		\$350.00 \$350.00	<i>4</i>						1	1
Highly pre-emptible at LUR per KASA. Move to L4												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastراتيجies.com

Date/Time Sent: 8/22/2012 6:51:07 AM

KASA-TV

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Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
Station Gross Totals					3	3	4	3	3	1	1	18
					\$8,760.00							

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 8/22/2012 6:51:08 AM

KASA-TV

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Spot Manager: All, 10/08/12-10/14/12

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 1									
Time Period: 1p-2p									
	11648	200515	10/10/12	:30	P5	1:38:16 PM 10/8-10/14			\$30.00
	11648	200515	10/12/12	:30	P5	1:58:25 PM 10/8-10/14			\$30.00
									\$60.00
									\$60.00
Line: 2									
Time Period: 4p-5p									
	11648	200515	10/09/12	:30	P5	4:13:11 PM 10/8-10/14			\$50.00
	11648	200515	10/11/12	:30	P5	4:30:52 PM 10/8-10/14			\$50.00
									\$100.00
									\$100.00
Line: 3									
Time Period: 5p-530p									
	11648	200515	10/12/12	:30	P5	5:06:48 PM 10/8-10/14			\$100.00
	11648	200515	10/10/12	:30	P5	5:14:26 PM 10/8-10/14			\$100.00
	11648	200515	10/08/12	:30	P5	5:22:39 PM 10/8-10/14			\$100.00
									\$300.00
									\$300.00
Line: 4									
Time Period: 7p-8p									
	11648	200515	10/08/12	:30	P5	6:58:30 PM 10/8-10/14			\$800.00
									\$800.00
									\$800.00
Line: 5									
Time Period: 8p-9p									
	11648	200515	10/09/12	:30	P5	8:14:40 PM 10/8-10/14			\$600.00
									\$600.00
									\$600.00
Line: 6									
Time Period: 7p-9p									
	11648	200515	10/10/12	:30	P4	8:59:50 PM 10/8-10/14			\$1,650.00
									\$1,650.00
									\$1,650.00
Line: 7									
Time Period: 8p-9p									
	11648	200515	10/11/12	:30	P4	9:00:05 PM 10/8-10/14			\$900.00
									\$900.00
									\$900.00
Line: 8									
Time Period: 7p-8p									
	11648	200515	10/12/12	:30	P5	7:30:20 PM 10/8-10/14			\$250.00
									\$250.00
									\$250.00
Line: 9									
Time Period: 9p-930p									
	11648	200515	10/09/12	:30	P3	9:16:12 PM 10/8-10/14			\$1,000.00
									\$1,000.00
									\$1,000.00
Line: 10									
Time Period: 930p-10p									
	11648	200515	10/10/12	:30	P3	9:38:26 PM 10/8-10/14			\$800.00
	11648	200515	10/08/12	:30	P3	9:45:22 PM 10/8-10/14			\$800.00
	11648	200515	10/11/12	:30	P3	9:57:05 PM 10/8-10/14			\$800.00

[Sorted by: Line]

Spot Manager: All, 10/08/12-10/14/12

Station: KASA

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research
Line: 10

Time Period: 930p-10p

Line: 11

Time Period: 9p-930p

200515

11648

10/13/12 :30 P4

9:27:00 PM 10/8-10/14

Line: 12

Time Period: 930p-10p

200515

11648

10/14/12 :30 P4

9:37:11 PM 10/8-10/14

\$2,400.00
\$2,400.00

\$350.00
\$350.00
\$350.00

\$350.00
\$350.00
\$350.00
\$8,760.00
\$8,760.00
\$8,760.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
KASA-TV Albuquerque	9/21/2012

I, Media Strategies and Research

being/on behalf of: Martin Heinrich, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			SEE ATTACHED SCHEDULE		
Date of First Broadcast: _____ Date of Last Broadcast: _____					
	Monday, October 08, 2012			Sunday, October 14, 2012	

Total Charges: \$8,760.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Friday, September 21, 2012

Date

Valerie J. Borrego

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title